Track: Entrepreneurial dimension and Cross-Sectoral Considerations of the Wine Industry

Track Chairs:
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Description of the track
This track wants to reflect on the relationship between the wine industry and entrepreneurship. The wine industry as other industries has been challenged in the last decades by several pressing phenomena such as climate changes, immigratory fluxes, nutraceutical issues, and lastly COVID-19 pandemic that oblige to rethink its business model, its configuration and position itself differently. If all these phenomena are negatively impacting the wine industry, conversely, they can be the drive of stimulation of innovation paths which can contribute to render this industry more sustainable-oriented in the medium and long term. Within this context technology may play a relevant role in facing these turbulent times, supporting the transition to the effectiveness of sustainability in the wine practices.

Key topics of the track
This new track calls for research papers investigating topics related (but not limited) to the following topics:

- Entrepreneurship and innovation management
- Customer segmentation and consumer behaviors
- Wine tourism experience
- Family entrepreneurship
- Marketing strategies and innovation
- Gender gap in the wine industries
- Information Communication Technologies (ICTs) and winemaker's future
- Female entrepreneurship
- Sustainability and wine industry
- Climate change and wine
- COVID-19 in wine industry
We encourage contributions that address one or more of the listed topics, using qualitative analyses and case studies, empirical analyses, developing theoretical frameworks in entrepreneurship and arts and creative industries as well as other sector as tourism and innovation management in wine. Innovative methodological approaches appropriate to focused entrepreneurial research in management, finance, arts organizations, creativity and innovation are welcome.

References:

The deadline for submissions is 15 June, 2021.
All submissions must use the submission template and use the submission procedure on the webpage otherwise they will not be considered for review.
Submit your paper here

The registration for the IECER – Virtual Community Conversation Vol. II will be open from 01 July, 2021.
Register here